

# Notice of Allowability

Application No.

09/998,680

Examiner

Romain Jeanty

Applicant(s)

BAYER ET AL.

Art Unit

3623

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 3/22/07.
2. ☒ The allowed claim(s) is/are 1-3, 5-12, 14-21 and 23-27.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

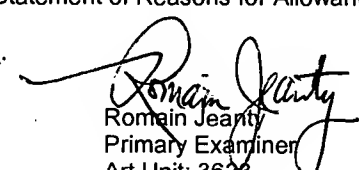
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

### Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Romain Jeanty  
Primary Examiner  
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### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with George H. Gates on April 20, 2007.

In the Specification:

Page 2, line 7, after "No.", insert --09/998,038, now pending--.

Page 2, line after "No.", insert --09/998,750, now pending--.

In the Claim:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (CURRENTLY AMENDED) A computer-implemented method of generating an analytic data sets Analytic Data Set for use in modeling in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein each Variable Group is a set of one or more Analytic Variables with similar characteristics and each Analytic Variable is comprised of both primitives and conditions;

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(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups that are required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables for use in modeling in customer relationship marketing.

2. (ORIGINAL) The method of claim 1, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

3. (ORIGINAL) The method of claim 2, wherein the operational data comprises transaction data.

4. (CANCELED)

5. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the primitives are base variables.

6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the conditions are predicates, aggregates or functions.

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7. (ORIGINAL) The method of claim 1, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

8. (ORIGINAL) The method of claim 1, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

9. (ORIGINAL) The method of claim 1, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

10. (CURRENTLY AMENDED) A computer-implemented system for generating an analytic data sets Analytic Data Set for use in modeling in customer relationship marketing, comprising:

(a) a computer;

(b) logic, performed by the computer, for:

(1) specifying one or more Variable Groups, wherein each Variable Group is a set of one or more Analytic Variables with similar characteristics and each Analytic Variable is comprised of both primitives and conditions;

(2) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups that are required for a

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specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(3) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables for use in modeling in customer relationship marketing.

11. (ORIGINAL) The system of claim 10, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

12. (ORIGINAL) The system of claim 11, wherein the operational data comprises transaction data.

13. (CANCELED)

14. (PREVIOUSLY PRESENTED) The system of claim 10, wherein the primitives are base variables.

15. (PREVIOUSLY PRESENTED) The system of claim 10, wherein the conditions are predicates, aggregates or functions.

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16. (ORIGINAL) The system of claim 10, wherein the logic for specifying (1) comprises logic for performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

17. (ORIGINAL) The system of claim 10, wherein the logic for creating (2) further comprises logic for defining execution conditions for the Analytic Data Set Template.

18. (ORIGINAL) The system of claim 10, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

19. (CURRENTLY AMENDED) An article of manufacture comprising a computer program storage device for storing instructions that, when read and executed by a computer system, cause the computer system to perform a method for generating an analytic data sets Analytic Data Set for use in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein each Variable Group is a set of one or more Analytic Variables with similar characteristics and each Analytic Variable is comprised of both primitives and conditions;

(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups that are required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables for use in modeling in customer relationship marketing.

20. (ORIGINAL) The article of manufacture of claim 19, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

21. (ORIGINAL) The article of manufacture of claim 20, wherein the operational data comprises transaction data.

22. (CANCELED)

23. (PREVIOUSLY PRESENTED) The article of manufacture of claim 19, wherein the primitives are base variables.

24. (PREVIOUSLY PRESENTED) The article of manufacture of claim 19, wherein the conditions are predicates, aggregates or functions.

25. (ORIGINAL) The article of manufacture of claim 19, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

26. (ORIGINAL) The article of manufacture of claim 19, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

27. (ORIGINAL) The article of manufacture of claim 19, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

#### **Allowable Subject Matter**

2. Claims 1-3, 5-12, 14-21, and 23-27 are allowed

#### **Reasons for Allowance**

3. The following is an Examiner's statement of reasons for the indication of allowable subject matter:

The closest prior art is to Melchione (U.S. Patent No. 5,930,764). Melchione teaches a sales process support system and method for identifying sales targets using a centralized database to improve marketing success. The system includes a central database that receives comprehensive in/information from a variety of internal and external feeds, and standardizes and households the information in a three-level hierarchy for use by a financial institution. The comprehensive information stored on the central database is accessed through micromarketing workstations to generate lists of sales leads for marketing campaigns. A database engine is provided for generating logical access paths for accessing data on the central database to increase speed and efficiency of the central database. However, Melchione fails to teach or suggest



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automatically generating SQL statements to retrieve and generate the Analytic Variables contained in the Analytic Data Set Template from a database using the primitives and conditions of the Analytic Variables for use in modeling in customer relationship marketing. As recited in independent claims 1, 10, and 19.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a. Poage et al (U.S. 6,957,189), discloses a trend analysis unit using stored statistics associated with past initiatives to determine the effectiveness of the new initiative.

a. Tekliz et al (Analytic Customer Relationship Management), discloses a Customer Relationship Management system comprising an Analytical CRM for analysis of campaign effectiveness.

b. Wilkinson (WO9849640) discloses a method for updating a database with data received from multiple sources.

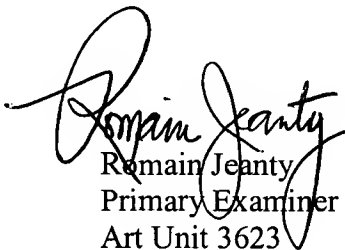
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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

April 29, 2007

  
Romain Jeanty  
Primary Examiner  
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